



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Consumer Psychology and Behavior							
Course Code		İK493		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	150 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Evaluation of concepts and theories that are needed to explain consumer behavior and forecasting the results of them.							
Course Content		The place of the consumer in a market economy, the importance of consumer behavior in marketing, consumer behavior overall model, psychological factors, learning and memory, motivation and perception, attitude, personality, ego and lifestyle, socio-cultural factors...							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Prof. Fisun YÜKSEL							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Ahmet Hamdi İSLAMOĞLU ve Remzi ALTUNIŞIK, Tüketici Davranışları, Beta Yayınları, 2008.
2	Erdoğan KOÇ, Tüketici Davranışı ve Pazarlama Stratejileri: Global ve Yerel Yaklaşım, Seçkin Yayıncılık, 2007.

Week	Weekly Detailed Course Contents	
1	Theoretical	The Concept and Properties of Consumer Behavior
2	Theoretical	The Relationship Between Consumer Behavior and Marketing Strategy
3	Theoretical	Consumer Behavior Models
4	Theoretical	Needs and Consumption
5	Theoretical	Motivation and Dealing
6	Theoretical	Perception
7	Theoretical	Learning
8	Theoretical	Attitudes, Self and Personality
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Attitudes, Self and Personality
12	Theoretical	Values , Lifestyles, Culture
13	Theoretical	Social Classes and Groups, Situational Factors
14	Theoretical	Social Classes and Groups, Situational Factors
15	Theoretical	Consumer Buying Decision Process

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	1	3	52
Individual Work	13	0	2	26
Midterm Examination	1	35	1	36
Final Examination	1	36	0	36
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to understand the causes of before and after consumption behaviors of consumers
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2	To be able to understand the factors that influence consumer behavior.
3	To be able to evaluate the stages of the consumer buying decision process.
4	To be able to express the theories describing consumer behavior.
5	Development and processing processes of consumers' perception, memory, learning, motivation, personality, lifestyle, values ??and attitudes Comments.

Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L4
P1			2
P2		3	
P3	3		2
P4		3	
P5	3		4
P6		3	
P7			4
P8	4		
P9		4	
P10	4		
P11		4	
P12			4
P15	5	4	5

